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February 17, 1984

Ms. Karen Eisen
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017

Dear Karen:

Please find enclosed a proposed tab plan for the topline data from the Sterling Tracking Study. Kindly review the tab plan and let Vi Lee know if any changes are necessary.

Your prompt attention in contacting Vi will greatly aid in meeting our deadline commitment to you and would be most appreciated.

Sincerely,

William E. Kendall
Executive Vice President
WINONA/Minneapolis

WEK:rms
enclosure

cc: Ms. Vi Lee (WINONA/Minneapolis)

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"As a CASRO member, we subscribe to the Code of Standards for Survey Research established by the Council of American Survey Research Organizations."